KANSAS.GOV

Graphic Standards

LOGO COLORS

The examples shown on this page and the following page are the only acceptable color combinations permitted.

Logo Color Specifications

Gold
Pantone 142
Process 0c 28m 76y 0k
RGB 234r 197g 91b

Blue
Pantone 281
Process 100c 70m 0y 45k
RGB 0r 37g 105b

Preferred Logo Colors

Allowed Logo Colors

Reverse Applications

The logo may be reversed out of any colors that provide enough contrast for them to be read clearly. The logo may also be reversed out of photographs if there is adequate contrast and if the detail in the photo does not obscure the logo.

The preferred version is gold and white as long as the gold star ribbon contrasts well with the background image.

LOGO STAGING AREA

Staging refers to the amount of clear space surrounding the logo. Ample staging will set off the logo. Whenever possible, maintain the ideal staging area shown here. (X=Height of the letter K, keep X height on all sides of the logo)

X = Height of letter K

USE OF STAR RIBBON AS GRAPHIC ELEMENT

The star ribbon may be used as a graphic element separate from the rest of the logo, according to these guidelines:

- If possible, it should be white or screened back to a value of between 20 and 70 percent of one of the logo colors, or another color used with the logo.

- Typically, the separated star ribbon should be enlarged to at least 200 percent of the size of the logo that appears on the same page.

- When enlarged, it should be proportional to the original art. Do not distort the star ribbon.

- It should be cropped and/or should bleed off the page so the entire star ribbon does not appear.

KANSAS FONTS

Print

There are two font families recommended for the Kansas.gov brand print materials: Futura and Times New Roman. Limit use to these two fonts to ensure a consistent and identifiable look.

Futura is the dominant font for the majority of uses such as ads, promotional items, signage, etc. The non-condensed fonts are the preferred fonts for most applications. The condensed Futura fonts may be used in situations where space does not allow the use of the standard fonts.

Futura Std Book
Futura Std Book Bold
Futura Std Book Italic
Futura Std Light
Futura Std Light Italic

Futura Std Light Bold
Futura Std Condensed
Futura Std Condensed Italic
Futura Std Condensed Bold

Futura Std Condensed Extra Bold
Futura Std Condensed Light
Futura Std Condensed Light Italic
Futura Std Condensed Light Bold

Times New Roman is the preferred font for body copy in printed materials and other documents with a significant amount of text.

Times New Roman   **Times New Roman Bold**   *Times New Roman Italic*

Electronic Media

Verdana is the preferred font for use in electronic media such as Web sites, e-mail and PowerPoint presentations.

Verdana   **Verdana Bold**   *Verdana Italic*